

Listing of the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-6 (canceled)

Claim 7 (currently amended): A method for reducing the amount of stimulant necessary ~~to deliver an effective amount of the stimulant to achieve an effect in an individual, the effective amount corresponding to an enteral administration amount, the method as compared to a typical stimulant that is ingested principally through the gastrointestinal region of the individual~~ comprising the steps of:

~~providing a chewing gum including a stimulant that is typically swallowed by an individual to achieve a specific effect, the chewing gum including less than the typical enteral administration amount of the stimulant that is swallowed by the individual to achieve the effect;~~

providing the stimulant in a form wherein it can be adsorbed through the oral mucosa of the individual;

chewing the chewing gum and thereby causing the stimulant to be released into the ~~saliva~~ saliva of the individual; and

~~forcing an effective amount of continuing to chew the chewing gum forcing the stimulant into the systemic system through an the oral mucosa contained in a buccal cavity of the individual.~~

Claim 8 (previously presented): The method of Claim 7 wherein the stimulant is a caffeine.

Claim 9 (canceled):

Claim 10 (original): The method of Claim 7 wherein the chewing gum is chewed for at least 2 minutes.

Claim 11 (previously presented): The method of Claim 7 wherein the chewing gum creates a saliva content of stimulant of approximately 15 to about 440 ppm.

Claim 12 (previously presented): The method of Claim 7 including the steps of chewing a chewing gum including the stimulant at least twice a day.

Claim 13 (canceled):

Claim 14 (currently amended): A method of enhancing an individual's performance comprising the steps of:

providing a chewing gum including a performance enhancing amount of caffeine that is designed to be adsorbed through the oral mucosa of the individual; and

chewing the chewing gum not more than ten minutes before the performance to create a caffeine saliva content from about 15 ppm to about 440 ppm; and

absorbing at least a portion of the caffeine saliva content through the oral mucosa and into the systemic system of the individual.

Claim 15 (original): The method of Claim 14 wherein the performance to be enhanced is athletic.

Claim 16 (original): The method of Claim 14 wherein the performance to be enhanced is cognitive.

Claim 17 (original): The method of Claim 14 wherein the performance to be enhanced is alertness.

Claim 18 (original): The method of Claim 14 wherein the chewing gum is chewed five minutes or less before the performance.

Claims 19-22 (canceled)

Claim 23 (currently amended): A method of increasing the stimulatory effect of caffeine in an individual comprising:

~~that has been previously enterally ingesting caffeine to provide a first amount of caffeine in the systemic system of the individual; and swallowed by an individual as part of a caffeine product taken orally comprising the steps of:~~

~~providing a chewing gum that contains caffeine; and~~

chewing ~~the~~ a chewing gum that contains caffeine causing ~~the~~ a second amount of caffeine to be released by the chewing gum and forced into through an oral mucosa and into the systemic system located in a buccal cavity of the individual, the first and second amounts of caffeine providing an effective amount of caffeine in the systemic system.

Claim 24 (canceled):

Claim 25 (original): The method of Claim 23 wherein the chewing gum creates a saliva content of medicament of approximately 15 to about 440 ppm.

Claim 26 (new): The method of claim 7 wherein the chewing further comprises creating a pressure within the buccal cavity.

Claim 27 (new): The method of claim 7 further comprising adjusting the hydrophilic/lipophilic balance of the stimulant.

Claim 28 (new): The method of claim 7 further comprising blending the medicament with a base/emulsifier system.

Claim 29 (new): The method of claim 27 wherein the blending occurs before the providing.